

ORDER



Orders

Order / Rev:	56429
Alt Order #:	9818695 /Brad
Product Desc:	Tom Smith 4 Senate
Estimate:	273
Flight Dates:	09/18/12 - 09/24/12
Original Date / Rev:	09/14/12 / 09/18/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	SRCP Media
Buying Contact:	
Billing Contact:	
	201 North Union Street Suite 200
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Smith/R/Senate
Demographic:	A35+
Product Codes:	US Senate
Priority:	P-3
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/24/12	44	\$14,365.00	\$12,210.25	September 2012	44	\$14,365.00	\$12,210.25	0.00
					Totals	44	\$14,365.00	\$12,210.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share		Share	Total
WHP-TV CBS21		20%	\$14,365.00
Market		100%	\$71,825.00

Competitive Share		Share	Total
EHP		0%	\$0.00
UNKWN		0%	\$0.00
WGAL		48%	\$34,476.00
WHTM		17%	\$12,210.25
WLYH		0%	\$0.00
WPMT		15%	\$10,773.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	09/18/12	09/24/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
N 2	WHP	09/18/12	09/24/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
N 3	WHP	09/18/12	09/24/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
N 4	WHP	09/18/12	09/24/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
N 5	WHP	09/18/12	09/24/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
N 6	WHP	09/18/12	09/24/12		CM	7p-730p	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00

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 Product Desc: Tom Smith 4 Senate
 Estimate: 273

WHP-TV CBS21

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				M-F 7p-730p											
				M-F 7p-730p											
N 7	WHP	09/18/12	09/24/12	M-F 730p-8p	CM	730p-8p	MTWTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				M-F 730p-8p											
N 8	WHP	09/18/12	09/24/12	M-F 11p-1135p News	CM	11p-1135p	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
				CBS 21 News at 11p											
N 9	WHP	09/18/12	09/24/12	Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
				Letterman											
N10	WHP	09/18/12	09/24/12	Fri Reg 2	CM	9p-10p	-----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Fri 9p-10p											
N11	WHP	09/18/12	09/24/12	Sa-Su 11p-1130p News	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
				CBS 21 News Weekend											
N12	WHP	09/18/12	09/24/12	CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				CBS Sun Morning											
N13	WHP	09/18/12	09/24/12	Sun Reg 1	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Sun 7p-8p											
N14	WHP	09/18/12	09/24/12	Fri Reg 3	CM	10p-11p	-----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Fri 10p-11p											
N15	WHP	09/18/12	09/24/12	Wed Spec	CM	9:30 PM-11:00 PM	-W-----	:30	1	\$1,550.00	P-3	0.00	NM	1	\$1,550.00
				Wed Special		(9:30 PM-11:00 PM)									
N16	WHP	09/18/12	09/24/12	M-F 1230p-2p	CM	1230p-2p	MTWTF--	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
				Soap Rotator											
N17	WHP	09/18/12	09/24/12	NFL RS Game Steelers	CM	4:00 PM-7:00 PM	-----S	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
				NFL RS Game Steelers		(4:00 PM-7:00 PM)									
N18	WHP	09/18/12	09/24/12	SEC Day Game	CM	Various	-----S-	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				SEC Football Day Game											
N19	WHP	09/18/12	09/24/12	Fri Reg 1	CM	8p-9p	-----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
				Fri 8p-9p											
N20	WHP	09/18/12	09/24/12	Sat Reg 1	CM	8p-9p	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
				Sat 8p-9p											
N21	WHP	09/18/12	09/24/12	NFL RS Pre Game	CM	12p-1p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				NFL RS Pre Game											
N22	WHP	09/18/12	09/24/12	CBS This Morning	CM	7a-9a	MTWTF--	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
				CBS This Morning											
N23	WHP	09/18/12	09/24/12	NFL RS Game Early	CM	1p-4p	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
				NFL RS Game Early											
N24	WHP	09/18/12	09/24/12	Sat Reg 3	CM	10p-11p	-----S-	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
				Sat 10p-11p											
N25	WHP	09/18/12	09/24/12	Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
				Sa 7p-730p											

Totals 44 \$14,365.00